



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



INDUSTRY UPDATES

DBIA Awards \$1.7 Million to 38 Dairy Businesses

WCMA, together with the Center for Dairy Research, **last week announced** the 38 recipients of \$1.7 million in **Dairy Business Builder grants** through the Dairy Business Innovation Alliance (DBIA). The grants aim to encourage small- to medium-sized dairy businesses in the Upper Midwest to pursue innovative projects such as dairy farm diversification, on-farm processing, value-added product creation, and efforts to market dairy products for export.



The awardees include eight WCMA members:

- **Decatur Dairy** will undergo an expansion to increase production capability and create new market opportunities for farmers in its Decatur Swiss Co-Op.
- **Marieke Gouda** will build on its existing sales and marketing staff and capabilities as the company undergoes a major expansion.
- **Milk Specialties Global** will conduct a research study investigating the possible benefits of whey protein phospholipid concentrate (WPPC) on consumer stress, anxiety, and wellbeing.
- **Pine River Pre-Pack** will work to expand its Cold Pack, Clean Label Cold Pack, and Gourmet Snack Spread products into underdeveloped markets.
- **Prairie Farms Dairy - Caves of Faribault** will purchase of an additional cheese vat, significantly boosting annual cheese production.
- **Renard's Cheese** will purchase a labeling machine to automate the labeling process and potentially double sales in the near future.
- **Specialty Cheese Company** will move toward a semi-automated cheese forming process for many of its artisanal cheese varieties.
- **Widmer's Cheese Cellars** will purchase new vats, replacing its 1950s-installed vats as part of a plant-wide modernization project.

The DBIA is supported by the U.S. Department of Agriculture. Including the awards listed above, since its inception as part of the 2018 Farm Bill, the DBIA has administered approximately \$3.6 million in grants to 79 dairy businesses in Illinois, Iowa, Minnesota, South Dakota, and Wisconsin. The program also offers technical assistance and education to dairy farmers and processors in the region.

For more information on DBIA, please contact [WCMA staff](#).

Study Finds Economic Benefits from USDA Agricultural Export Programs

Two export programs administered by the U.S. Department of Agriculture (USDA) are

"highly effective at generating an extremely high return on investment," researchers say. The new study found that together with the efforts of industry groups, the Market Access Program (MAP) and the Foreign Market Development (FMD) program **generated \$45 billion annually** in economic output from 2002-2019. During the same period, MAP and FMD reportedly also generated an average annual increase of 225,800 jobs. For more, [read the full study online.](#)

University of Wisconsin Names New Dean of Agricultural and Life Sciences



Plant scientist Dr. Glenda Gillaspay **will serve as the next dean** of the University of Wisconsin - Madison's College of Agricultural and Life Sciences (UW-CALS), beginning August 4.

Dr. Gillaspay earned her doctorate in biochemistry from Case Western Reserve University. She currently leads the Department of Biochemistry at Virginia Tech, and has been a professor there since 1998. She succeeds Kathryn VandenBosch, who has led UW-CALS since 2012.

WCMA SIGNATURE EVENTS



Make an Impact: Secure Your Sponsorship of WCMA Golf Outing & Trap Shoot

Looking for a chance to interact directly with golfers at the WCMA Golf Outing & Trap Shoot Wednesday, July 20? Consider an impactful sponsorship, like the **Tee Box & Golf Skill Prize!** Bring your team to the hole for a fun afternoon meeting hundreds of golfers throughout the day. Approximately 630 participants have registered for this popular event. Sponsors may choose between cash or a **pro shop certificate.**

These and more affordable, high-visibility sponsorships are **available now** through June 10. Have questions? Please contact the **WCMA Events team.**

Thank You, Sponsors!



Lunch Sponsor



Social Hour Sponsor



Premier Dinner Sponsor

Join Golf Outing & Trap Shoot Waitlist



The [WCMA Golf Outing & Trap Shoot](#) on Wednesday, July 20 is sold out, but space is available on our waitlist. [Add your name](#) to be notified if golf or trap shoot spaces become available. Spots will be offered to participants from the waitlist on a first-come, first-served basis.

[JOIN WAITLIST](#)

IN THE NEWS

Wisconsin

- *Spectrum News 1*: [Wisconsin inmates learning new skills on dairy farm](#)
- *PBS Wisconsin*: ['They can bring so much': Despite barriers, Afghan evacuees enrich Wisconsin's workforce](#) (Featuring WCMA member BelGioioso Cheese)

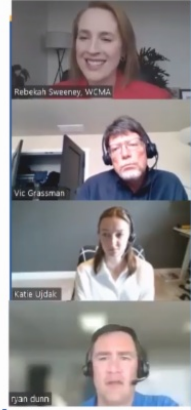
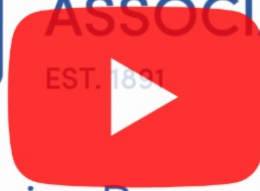
National/International

- *Brownfield Ag News*: [Dairy research to increase exports helped during pandemic](#)
- *Agri-Pulse*: [New FDA chief says agency's food side lacks resources, 'consistent leadership'](#)
- *Dairy Reporter*: [GoodSport celebrates first-year success with all-natural dairy sports drink](#)
- *Hoard's Dairyman*: [The U.S. breaks 76-year-old record](#)

EDUCATION



WISCONSIN
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Grants for Dairy Processors' Growth

May 17, 2022

Watch WCMA Webinar for State, Federal Grant Tips and Opportunities

WCMA thanks the members and featured speakers from the Wisconsin Economic Development Corporation (WEDC), the Center for Dairy Research (CDR), and the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) who generously shared information and tips on state and federal grant opportunities available to help dairy processors grow their businesses.

A recording of this program is now available [online](#). Featured resources and contacts include:

- [Wisconsin Economic Development Corporation Business Development Programs](#)
- [International Market Access Grant Information](#)
 - Contact: [Katie Ujdak](#), WEDC
- [Dairy Business Innovation Alliance Grants Information](#)
 - Contact: [Vic Grassman](#), CDR
- [Wisconsin Dairy Processor Grant Information](#)
 - Contact: [Ryan Dunn](#), WDATCP

This offering is the latest in WCMA's [monthly webinar series](#). Webinar topics are driven by WCMA member feedback and cover a range of themes such as business development, communication strategies, and industry resources. Have an idea for a future webinar topic? Please contact [Rebekah Sweeney](#).



WCMA Front-Line Leaders Share Strategies to Boost Staff Performance

Kudos to the WCMA member employees who joined the second of last week's two Front-Line Leadership - Part B trainings! This class hailed from WCMA member companies Emmi Roth, Great Lakes Cheese, Integrity Cheese Packaging of Wisconsin, Klondike Cheese Company, Koss Industrial, Milk Specialties Global, Nelson-Jameson, Prairie Farms Dairy, and Schuman Cheese.

More Industry Training Opportunities

WCMA is pleased to share opportunities for industry-specific training and enrichment, Here's a look at other trainings hosted by our partners:

- June 7: [Membrane Filtration Short Course](#) - North Central Cheese Industries Association and South Dakota State University
- June 14: [Labeling Regulations for Dairy Products](#) - Dairy Farmers of Wisconsin
- June 14-16: [Advanced Buttermaking \(In-Person\)](#) - Center for Dairy Research
- June 14-15: [Environmental Monitoring Hands-On Training Workshop \(In Person\)](#) - Mérieux NutriSciences
- June 15: [Cheesemaking Fundamentals \(Online, Self-Study\)](#) - Center for Dairy Research
- June 20-24: [Buttermakers License Apprenticeship \(In-Person\)](#) - Center for Dairy Research
- June 21-23: [FSPCA Preventive Controls for Human Food \(PCQI\)](#) - Mérieux NutriSciences
- Rolling Admission: [Online HACCP Training](#) - North Carolina State University
- Rolling Admission: [Environmental Monitoring in the Dairy Industry](#) - North Carolina State University
- Rolling Admission: [Preventive Controls for Dairy Processors](#) - North Carolina State University
- Rolling Admission: [Food Safety Basics For Artisan Cheesemakers](#) - North Carolina State University



WCMA Staff, Directors Attend CWCBA Meeting



WCMA staff and board members gathered May 18 at the Central Wisconsin Cheesemakers and Buttermakers Association (CWCBA) annual meeting in Marshfield. Pictured from left to right are Tayt Wuethrich of Grassland Dairy Products, Gary Gosda of Schuman Cheese - Lake Country Dairy, Kim Heiman of Nasonville Dairy, John Umhoefer of WCMA, Steve Bechel of Eau Galle Cheese, and Greg Alberts of Kelley Supply.

WCMA Board member Randy LaGrand of LaGrand's Hillside Dairy (pictured at center with sons Ryan LaGrand, left, and Joe LaGrand, right) was also named a Life Member of the CWCBA during the meeting. Congratulations, Randy!

Dairy Makes a Difference

Dairy Farmers of America



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#JuneDairyMonth

Share Stories of Community Support for WCMA Social Media Campaign

In celebration of June Dairy Month, WCMA will share the many ways our members give back to their communities through an upcoming social media campaign: Dairy Makes a Difference. See above for an example from WCMA member Dairy Farmers of America, whose employees at its Kansas City, Kansas headquarters packed 24,000 meals to be delivered to families in need.

Have a story you'd like WCMA to share on our social media channels? Please send an image and brief description of your company or cooperative's efforts to [WCMA Communications Director Grace Atherton](#).

Be sure to follow along on [Facebook](#), [Twitter](#), and [LinkedIn](#) each week for more, and use the hashtag #DairyMakesADifference to amplify your story!

Together We Grow: WCMA Celebrates Member Employee Growth and Advancement

WCMA members know that growth involves more than product sales. A focus on the potential, satisfaction, and development of team members helps build a foundation for long-term success. That's why WCMA is pleased to celebrate the many opportunities for collaborative employee advancement in dairy processing through our latest social media campaign: Together We Grow.



This week, we're pleased to feature **Paige Nelson** of **Great Lakes Cheese**. Says Human Resources Manager DeAnn Handschke, "Paige is a second-generation Great Lakes Cheese employee-owner who joined our Wausau Quality Lab almost a year ago. The WCMA has helped support educational opportunities that help build the next generation of dairy industry experts like Paige."

Follow along on [Facebook](#), [Twitter](#), and [LinkedIn](#) each week for more inspiring stories of growth from WCMA members!

WCMA to Observe Memorial Day

Please note that WCMA offices will be closed on Monday, May 30, in observance of Memorial Day. We wish you and your loved ones a safe and enjoyable weekend.

WORKFORCE

MEET THE TEAM



Kelsey

DEPARTMENT: Human Capital

TIME AT AGROPUR: Seven years

TITLE: Talent Acquisition Specialist

FAVORITE PART OF YOUR JOB?

As cliché as it sounds, I truly love my teammates. Being able to laugh and collaborate on projects is fulfilling and fun.

WHAT DO YOU ENJOY ABOUT WORKING FOR AGROPUR?

I really enjoy working for a dairy company. Growing up on a dairy farm, it is really fun to see the manufacturing side and what happens with the milk after it leaves the farm. Additionally, I truly think Agropur embodies its values of Boldness, Collaboration, Excellence, Integrity and Communication. One of my favorite things is joining monthly webinars that include our CEO.

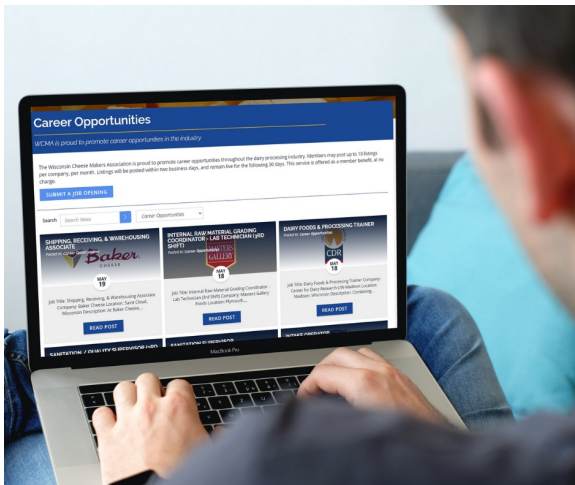
TELL US ABOUT YOURSELF:

I currently am serving my fifth year on our school board. My husband and I own and operate a 3,000-head hog operation, while also farming corn and soybeans. I enjoy decorating homes and baking.

Workforce Strategies Spotlight: Agropur Highlights Valued Team Members

WCMA member Agropur is **turning the spotlight** on its valued employees as part of a recent social media campaign, showcasing the individuals that drive the company's growth and progress. The series also highlights team members' connection to the organization's values, a sound strategy that **experts say** can help attract new employees and encourage current employees to stay.

View, Share Job Openings on WCMA Jobs Board



Visit WCMA's **online jobs board** to view job openings from WCMA members and partners Alpine Slicing & Cheese Conversion, Baker Cheese, the Center for Dairy Research, Crystal Farms, Milk Specialties Global, and Westby Cooperative Creamery.

Have an opportunity at your company or cooperative? WCMA members may post up to 10 **openings** per company, per month on the Jobs Board. It's free and easy!

POST OPENINGS

